

5 a satellite transmitter for transmitting data  
6 associated with said features;

7 multiple receivers for receiving said transmitted data,  
8 one of said receivers being located within each of said receiving  
9 locations, said data including an identifier, said identifier  
10 identifying at least one of said receiving locations;

11 a memory associated with each of said receiving  
12 locations for storing said data related to said features, each  
13 said memory only storing said data when said identifier  
14 identifies said associated receiving location; and

15 a processor associated with each of said receiving  
16 locations, each said processor coupled to said memory and at  
17 least one of said receivers, said processor using said data to  
18 implement at least one of said features in at least one of said  
19 receiving locations.

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1                   37. (New) The television system with downloadable  
2 features of claim 32, further comprising at least one remote  
3 control for selecting modes of operation of at least one of said  
4 features.

1                   38. (New) The television system with downloadable  
2 features of claim 32, further comprising at least one remote  
3 control for ordering said features through a set-top box, wherein  
4 data needed for said implementation of said feature is downloaded  
5 to said receiving locations after at least one of said features  
6 is ordered with said remote control.

1                   39. (New) The television system with downloadable  
2 features of claim 32, wherein said features include at least one  
3 of a software fix, an advertisement for an enhancement, a  
4 feature, a product, and an enhancement.

1                   40. (New) The television system with downloadable  
2 features of claim 32, wherein said feature assigns IR codes.

1                   41. (New) A television system with downloadable  
2 features, comprising:  
3                   multiple receiving locations;  
4                   at least one computer storage device associated with at  
5 least one of said receiving locations, said computer storage  
6 device retrieving executable software associated with at least  
7 one of said downloadable features from a computer readable  
8 storage medium, wherein said executable software includes an  
9 identifier indicating specific receiving locations of said  
10 multiple receiving locations;

11                   a memory associated with each of said computer storage  
12 devices for storing said retrieved executable software; and

13                   a processor associated with each of said computer  
14 storage devices for executing said retrieved executable software,  
15 wherein said processor only executes said executable software

16 when said identifier indicates said associated receiving  
17 location.

1 42. (New) The television system with downloadable  
2 features of claim 41, further comprising a device with a screen  
3 associated with each of said receiving locations, said device  
4 with a screen for displaying information related to said  
5 features.

1 43. (New) The television system with downloadable  
2 features of claim 42, further comprising at least one remote  
3 control for selecting said information related to said features  
4 for display on said device with a screen.

1 44. (New) The television system with downloadable  
2 features of claim 41, further comprising at least one of a  
3 telephone and a remote control for ordering said features.

1 45. (New) The television system with downloadable  
2 features of claim 41, wherein said receiving locations are  
3 televisions.

1 46. (New) A method of providing a television system  
2 with downloadable features, comprising:  
3 transmitting data with a satellite broadcast system to  
4 multiple receiving locations, said data associated with said  
5 features and including an identifier, said identifier identifying  
6 at least one of said receiving locations, wherein said receiving  
7 locations are at least one of a VCR, a television, and a TVCR;  
8 receiving said data at said multiple receivers, one of  
9 said receivers being located within each of said receiving  
10 locations;  
11 storing said data in at least one of said receiving  
12 locations, said storing only occurring in said receiving  
13 locations identified by said identifier; and

14 using said data stored in said receiving locations  
15 identified by said identifier to enable at least one of said  
16 features in at least one of said receiving locations.

1 47. (New) The method of providing a television system  
2 with downloadable features of claim 46, further comprising  
3 displaying information related to said features.

1 48. (New) The method of providing a television system  
2 with downloadable features of claim 47, wherein said displaying  
3 is on a television.

1 49. (New) The method of providing a television system  
2 with downloadable features of claim 46, further comprising  
3 selecting information related to said features for display, said  
4 selecting done with a remote control.

1 50. (New) The method of providing a television system  
2 with downloadable features of claim 46, further comprising  
3 ordering said features, wherein data needed for said enabling of  
4 said features is broadcast to said receiving locations after at  
5 least one of said features is ordered.

1 51. (New) The method of providing a television system  
2 with downloadable features of claim 50, wherein said ordering is  
3 done with a telephone.

1 52. (New) The method of providing a television system  
2 with downloadable features of claim 50, wherein said ordering is  
3 done with a remote control and a set-top box.

1 53. (New) The method of providing a television system  
2 with downloadable features of claim 46, wherein said features  
3 include at least one of a software fix, an advertisement for an  
4 enhancement, a feature, a product, and an enhancement.

1                   54. (New) A television system receiving location  
2 comprising:

3                   a VCR including a data receiver for receiving system  
4 operating software from a satellite broadcast system, said system  
5 operating software including an identifier associated with the  
6 receiving location;

7                   memory coupled to said data receiver for storing said  
8 system operating software when said system operating software  
9 includes said identifier;

10                  a processor coupled to said memory,  
11 said processor implementing selected software features  
12 when said system operating software includes said identifier;

13                  a device with a screen coupled to said receiver for  
14 displaying information associated with said system operating  
15 software.

54  
55                  55. (New) The television system receiving location of  
claim 54, wherein said device with said screen is a television.

56                  56. (New) The television system receiving location of  
claim 54, further comprising a tuner coupled to said receiver for  
tuning to a channel, said system operating software being  
available on said channel.

57                  57. (New) The television system receiving location of  
claim 56, wherein said processor tunes said tuner to said channel  
at a predetermined time, said system operating software being  
available on said channel at said predetermined time.

58                  58. (New) The television system receiving location of  
claim 54, further comprising an on-screen display device coupled  
to said processor, said on-screen display device capable of  
displaying said information associated with said system operating  
software on said device with a screen.

1 59. (New) The television system receiving location of  
2 claim 54, further comprising a remote control receiver coupled to  
3 said processor, said remote control receiver capable of receiving  
4 user selections from a remote control, said user selections being  
5 related to said system operating software.

1 *suba1* 60. (New) A television system with downloadable  
2 features, comprising:  
3 multiple receiving locations;  
4 at least one computer storage device associated with at  
5 least one of said receiving locations, said computer storage  
6 device retrieving executable software associated with at least  
7 one of said downloadable features from a computer readable  
8 storage medium;  
9 a memory associated with each of said computer storage  
10 devices for storing said retrieved executable software; and  
11 a processor associated with each of said computer  
12 storage devices for executing said retrieved executable software.

1 61. (New) The television system of claim 32, wherein  
2 said data is transmitted over a vertical blanking interval  
3 associated with a dedicated channel.

1 62. (New) The television system of claim 41, wherein  
2 said computer readable storage medium is selected from the group  
3 consisting of laser disks, compact disks, floppy disks, and  
4 magnetic medium.

1 63. (New) The television system of claim 60, wherein  
2 said computer readable storage medium is selected from the group  
3 consisting of laser disks, compact disks, floppy disks, and  
4 magnetic medium.

1 64. (New) A television system with downloadable  
2 features, comprising:

multiple receiving locations, wherein said receiving locations are at least one of a television, a VCR, and a TVCR; a broadcast system for transmitting data associated with said features over a terrestrial antenna;

multiple receivers utilizing terrestrial antennae for receiving said transmitted data, one of said receivers being located within each of said receiving locations, said data including an identifier, said identifier identifying at least one of said receiving locations;

a memory associated with each of said receiving locations for storing said data related to said features, each said memory only storing said data when said identifier identifies said associated receiving location; and

a processor associated with each of said receiving locations, each said processor coupled to said memory and at least one of said receivers, said processor using said data to implement at least one of said features in at least one of said receiving locations.

65. (New) The television system of claim 32, wherein said identifier identifies receiving locations of a specific model, a specific brand, a specific production period, or a specific production type.

66. (New) A television system receiving location comprising:

a data receiver in a television set for receiving system operating software from a satellite broadcast system, said system operating software including an identifier associated with the receiving location;

memory coupled to said data receiver for storing said system operating software when said system operating software includes said identifier;

a processor coupled to said memory, said processor implementing selected software features when said system operating software includes said identifier;

13 a screen coupled to said receiver for displaying  
14 information associated with said system operating software.

1 67. (New) A television system with downloadable  
2 features, comprising:  
3 multiple receiving locations;  
4 a satellite transmitter for transmitting data  
5 associated with a feature, wherein said feature is operable to  
6 assign an IR code for a remote control unit associated with at  
7 least one of said receiving locations;  
8 multiple receivers for receiving said transmitted data,  
9 one of said receivers being located within each of said receiving  
10 locations, said data including an identifier, said identifier  
11 identifying at least one of said receiving locations;  
12 a memory associated with each of said receiving  
13 locations for storing said data related to said feature, each  
14 said memory only storing said data when said identifier  
15 identifies said associated receiving location; and  
16 a processor associated with each of said receiving  
17 locations, each said processor coupled to said memory and at  
18 least one of said receivers, said processor using said data to  
19 implement said feature in at least one of said receiving  
20 locations.

1 68. (New) A television system with downloadable  
2 features, comprising:  
3 multiple receiving locations;  
4 a satellite transmitter for transmitting data  
5 associated with a feature, said data including information about  
6 said feature so as to enable a user to choose whether to have  
7 said feature downloaded;  
8 multiple receivers for receiving said transmitted data,  
9 one of said receivers being located within each of said receiving  
10 locations, said data including an identifier, said identifier  
11 identifying at least one of said receiving locations;



12 a memory associated with each of said receiving  
13 locations for storing said data related to said feature, each  
14 said memory only storing said data when said identifier  
15 identifies said associated receiving location; and

16 a processor associated with each of said receiving  
17 locations, each said processor coupled to said memory and at  
18 least one of said receivers, each of said processors capable of  
19 implementing said feature in at least one of said receiving  
20 locations.

1 69. (New) A television system with downloadable  
2 features, comprising:

3 multiple receiving locations;

4 multiple receivers for receiving data associated with a  
5 feature, wherein said feature is already present and unenabled in  
6 at least one of said receiving locations, one of said receivers  
7 being located within each of said receiving locations, said data  
8 including an identifier, said identifier identifying at least one  
9 of said receiving locations;

10 a memory associated with each of said receiving  
11 locations for storing said data related to said feature, each  
12 said memory only storing said data when said identifier  
13 identifies said associated receiving location; and

14 a processor associated with each of said receiving  
15 locations, each said processor coupled to said memory and at  
16 least one of said receivers, said processor using said data to  
17 enable said feature in at least one of said receiving  
18 locations.

1 70. (New) The television system with downloadable  
2 features of claim 69, wherein said receiving locations are at  
3 least one of a television, a VCR, a TVCR and a set-top box.

1 71. (New) The television system with downloadable  
2 features of claim 69, further comprising a satellite transmitter  
3 for transmitting said data associated with said feature.